

INDIANA SESQUICENTENNIAL COMMISSION

PARADES

Jack Elrod  
COMMITTEE CHAIRMAN

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## PARADE MANUAL

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## Chapter I

### GENERAL

1. PURPOSE: The purpose of this parade manual is to give an outline of suggested procedures and a summary of logical steps to be taken by a parade chairman in the organization and conduct of a community parade. The manual is prepared primarily for use by parade chairmen working on the Indiana Sesquicentennial parades to be held in 1966. The scope of this manual may be too detailed for some of the smaller parades and it may possibly not be as detailed as necessary for the larger, more complex parade. It should not be necessary to have complete copies of this manual for all sub-chairmen of the parade, but a complete reference set should be made available to the parade chairman and his principal assistant. The manual is so devised that the other sections could be passed out to those chairmen who would require it.

2. COMMITTEE ORGANIZATION: The first step in preparing for a parade is to select a capable individual for a parade chairman and to give him guidance on the type and scope of parade which you plan to conduct. The suggested committee assignments within the parade committee are outlined in detail in Paragraphs 6 of Chapter 2. It is especially important that your parade chairman be capable and that he be given full authority to organize and conduct the parade. More parades have failed because everyone, associated with any organization, has been permitted to dictate policy and to influence the decisions of the parade chairman. You must select a responsible individual and give him the authority to make all decisions in connection with the parade. It is desirable that the initial guidance to the parade chairman be given in writing and that certain clear objectives and limitations be assigned. It is particularly important that the parade chairman be advised as to the length of the parade which is expected and the types of units that are desired. He should also be given the theme of the parade or at least be given a number of appropriate themes and be given the authority to select the one which he thinks will be most suitable. The specific committee organization and responsibilities and duties of particular committee members outlined in this manual are representative of those that have been used in the organization and conduct of other successful parades. The adoption or modification of this organization and duties outlined therein can best be determined by the particular community concerned based on the particular type and size of parade they desire and the resources they have to accomplish that objective.

3. AREAS OF ASSISTANCE: There are eight general areas where the Sesquicentennial Parade committee is prepared to offer assistance to local parade committees. These are outlined in detail in Chapter 3.

a. These areas are:

- (1) Selection and Screening of Units
- (2) Parade Organization
- (3) Parade Control
- (4) Parade Publicity
- (5) Parade Judging and Awards
- (6) Parade Materials
- (7) Referral Service
- (8) Monitoring Service



b. There are other sources of assistance which will be outlined in more detail in Paragraph 14. These generally are: County School Superintendent's Offices, Local Veterans' Organizations, Local Civic Clubs, local industries, and local reserve components or local active Army military units.

c. It is important that you utilize every source of assistance that is possible because no one source can give you complete coverage.

4. SESQUICENTENNIAL THEME: The Sesquicentennial theme is "150 Years of Progress". Appendix I to this manual gives a detailed breakdown of the theme and several suggestions for adapting this theme to the design of floats and into the organization of the various divisions within your parade. It has been the experience of most major parades that a careful selection of a theme and close adherence to the theme improves the quality and interest value of the parade. It is especially important that we stay as close as possible to the general theme in celebrating our sesquicentennial. The theme "150 Years of Progress" gives an unlimited span of ideas which could be used for your parade.

5. COMMUNICATION CHANNELS:

a. The parade chairman should be provided with or have access to a clerical assistant who should collect, collate, and evaluate the many pieces of information that continuously will flow into the parade chairman's office. This will provide a means of insuring rapid and concurrent processing of a large number and variety of items of information and it also will insure that the information provided the chairman is pertinent and immediately usable. It is vitally important that information from all available sources be made available and that there is an automatic flow of this information to the appropriate sub-committees. By having the major portion of requests and information flow through the parade chairman's office, he will be able to determine the significance and completeness of the information or the relevance of the request, make an evaluation and submit recommendations to his sub-committee chairman. He can also insure that the interchange of information within his committees and with the other related committees is accomplished.



CHAPTER II  
ORGANIZATION AND PLANNING FOR A PARADE

6. COMMITTEE ORGANIZATION: Organization and size of a parade committee will vary considerably depending upon the size of the parade you plan to conduct. For a relatively large parade, the committee should consist of:

- a. Chairman
- b. Vice parade chairman
- c. Invitation and selection sub-committee
- d. Float sub-committee
- e. Traffic and safety sub-committee
- f. Parade publicity sub-committee
- g. Organizational control committee
- h. Support committee

7. PRIMARY MISSION OF COMMITTEE: To plan, obtain applications for participation in the parade, select units from all applications, issue instructions to units, marshal units, conduct of the parade and demarshal the parade.

8. DUTIES OF SUB-COMMITTEES: A suggested organization of sub-committees is shown graphically in Appendix II to Chapter 2. A general description of their duties will be outlined in this paragraph. This material is intended as a guide only and a particular parade chairman could adjust the assignment of duties within the sub-committees to meet his particular situation:

a. Invitation and selection committee - There are many advantages to having an invitation and selection committee. By using this technique, no one person can be held responsible for not inviting a particular unit and because it makes it easier for the committee to turn down a substandard unit. Usually the identities of the individual members who make up these committees are not published.

Generally the major divisions under this committee can be broken down into musical units, vintage automobiles, equestrian units, and other units. You may desire to appoint a sub-committee chairman for each of these categories or you might simply desire to appoint an expert in each field to serve on the overall invitation and selection committee. It is important to have the best qualified people that are available for each category. Experience has shown that it takes a specialist in each field to come up with the best units for your parade. Also, if you get an expert in bands, for instance, he knows the band directors and has their respect and knows how these particular people think.

Generally the duties of this sub-committee are:

- (1) Distribute applications to prospective units and insure that publicity about the parade is distributed to all prospective units.



(2) Act as a clearing house for questions about the parade and forward suggestions to the parade chairman for his consideration.

(3) Evaluate the applications returned by the units and recommend to the parade chairman the acceptance of those units that are suitable for the parade.

(4) Prepare and mail letters of invitations to those units that are to be invited.

(5) Mail letters of rejection to those that are not to be invited.

b. Publicity - The parade publicity sub-committee usually works with the overall event publicity committee chairman. The parade publicity chairman should come directly under the control of the publicity committee but should coordinate his activities directly with the chairman of the parade. It is usually desirable to have him handle the narration of the parade as well as handling the invitation of celebrities. This parade publicity chairman should be an employee of some news media or have considerable experience in this field. The parade chairman should keep him closely advised of the progress of the parade and invite him to all parade committee meetings and all parade sub-committee meetings so that he might get the maximum publicity for the parade. He would be responsible for obtaining celebrities for the parade and for the escort of these celebrities after their arrival for the parade. It is usually advisable to make a determination early whether you want to include local celebrities in your parade or whether you want to make a ruling that no local celebrities will participate. It is always difficult to make a decision on who is and who is not a celebrity. Again, this should be something that is not placed on any one man's shoulders to decide but should be a committee decision.

#### c. Organization and Control - Major Areas

(1) There are four major areas which this sub-committee will be required to deal with:

- a. Parade Organization
- b. Marshalling
- c. Demarshalling
- d. Operations

#### Modification -

(2) Depending upon the size of your parade, it may not be desirable to break your committees down into all of these categories. For instance, it might be possible to combine the demarshalling and marshalling responsibilities and the parade organization and operations responsibilities.

(3) Parade Organization Committee - The parade organization committee is responsible for planning the parade. This includes making a decision on whether you want to divide the parade into several separate and distinct divisions and what each of these divisions will consist of. They are responsible for assigning the units to a particular place within the parade. They must be especially careful to keep parade balance. By this,



we mean that do not put all the good units at the first or at the last of the parade, but keep a good balance of strong units throughout your event. It is important that they coordinate with the experts in the invitation and selection committee to be sure that the placement of the units in the parade does not conflict with some technical requirement that a particular type unit might have.

(4) Marshalling - These are two of the most important responsibilities in the organization and conduct of a parade. Marshalling a parade includes giving the units instructions on what routes to move into the area, what time they should arrive, where their transportation will be parked and specifically, where their unit will assemble and how it will move into the parade lineup. It will not always be possible to line your units up on one street. In fact, this is usually the exception. Examples of marshalling diagrams are shown in Appendix IV to this chapter. If it is necessary to use side streets, then a parade coordinator should be used at each intersection to be sure that the unit moves into the parade at its prescribed spot.

(5) Demarshalling - The demarshalling of the parade is equally important. It is especially difficult to keep the units moving into the demarshalling area and to keep them from stopping and holding up the parade behind them. Their transportation should be marshalled as close to the demarshalling area as possible so that the units will have a minimum distance to walk after they move into the demarshalling area. Experience has shown that the importance of demarshalling a parade is usually overlooked. It is suggested that you have a strong individual to take care of this duty and that he be given complete authority and detailed guidance so that you do not have a breakdown in this area.

(6) Operations - This sub-committee is responsible for the conduct, control and monitoring of the parade. Again, depending upon the size of the parade, you may want to break the operations committee down into three separate sub-committees: Control, Communication, and Monitoring. The operations committee is responsible for issuing the instructions to the parade participants. These instructions must be coordinated by the organization and control chairman and should include complete instructions on movement to the city, arrival in the marshalling area, unloading, preparation for the start of the parade, conduct during the parade, and demarshalling. A sample of a set of instructions for participants is included as Appendix IV. These instructions are generally self-explanatory but certain areas require added emphasis. First, your instructions must be complete and adapted to your particular situation. The time of your parade should be established and it is of primary importance that the parade start on time. The parade should not be delayed for final preparation by any individual unit or float. The participants should be so notified and the parade should move around any unit that is not able to move off at the prescribed time. It is especially desirable that the parade maintain forward motion at all times. There is nothing more distracting than to have long gaps in the parade that result from some units stopping to perform along the parade route, allowing the unit ahead to move ahead of them up to 2 or 3 blocks. The parade control point should be set up near the starting point of the parade and representatives of all elements of the parade should be available at this point. This should be a control or nerve center where you maintain communications if at all possible with other control points along your parade route and where you can dispatch emergency units if necessary from this point to a trouble spot along the parade route.



Representatives from the Red Cross, the law enforcement agencies, the Boy Scouts or other participating and supporting organizations should be present at this point. It is desirable to marshal some of your special units near this start point and control center and to feed these special units in as the parade passes that point. This is especially true with equestrian units where some feeding facility and watering facility might be required. Examples of diagrams on marshalling and conduct of the parade is included as Appendix IV and V.

d. Float Committee - Floats are a key part to any parade and add beauty and interest to the activity. Some of the larger parades have large float committees who are responsible for selling float entries for the parade and for coordinating the construction of the floats and for obtaining personnel to ride the floats, etc. Usually the community parade will not sell floats and they may not be constructed by professionals.

(1) Float Sketches - It is important that you exercise some control over the construction of the floats. It is especially important that you ask for sketches of the floats which will participate in your parade. By asking for and approving sketches on each float, you will avoid duplication and will insure that the design and makeup of the float is appropriate for your particular parade.

(2) Float Personnel - As a minimum, you should have personnel on your float committee that are responsible for inviting organizations and companies to sponsor a float in your parade. Also, they should have someone to coordinate the personnel to ride on the floats. Most companies and even many organizations will ask the float committee for assistance in selecting personnel to ride on the floats.

(3) Float Operations - This committee should have the responsibility for having the floats in the marshalling area at the prescribed time, assisting in moving the floats out into the parade and being sure they move smoothly through the demarshalling area and back to the staging area. The committee should remember that organizations and companies have a large investment in the float and they should do their best to see that the float looks its best as it moves through the parade.

(4) Float Construction - Reference Section F, Decorations Manual. Many excellent ideas on building and decorating parade floats are included in this section. Your decision on whether to employ a commercial builder to build all the floats in your parade or to contract with the sponsors to build their floats on an individual basis will depend upon your particular situation. The Sesquicentennial Committee maintains a list of reputable float builders that they will make available upon request for your consideration. Experience has shown that it is advisable to authorize a minimum number of float builders. This gives the builder a better chance to make a profit on construction in quantity and usually insures better quality.

(5) Float Rules and Regulations - It may be desirable to issue a set of float rules and regulations. A set that has been used by one successful parade is enclosed as Enclosure 7. You should at least prescribe the size of the float to insure that it will clear all obstacles along the parade route.



The size of the identification letters that a company uses to identify their float should also be prescribed. Over-commercialization can only take away from the beauty of the float and the overall attractiveness of the parade.

9. TRAFFIC AND SAFETY COMMITTEE: The parade chairman should appoint a sub-committee chairman to act as coordinator of all traffic and safety activities. It is not necessary that he be a member of one of the law enforcement agencies and in fact, it is usually desirable that he not be. He is responsible for contacting all of the law enforcement agencies, the Red Cross, and any other organization that might assist in traffic and crowd control. He should establish early liaison with these agencies and acquaint them with the scope and plans for the parade. The parade chairman should be careful that all requests for traffic and safety support are channelled through this sub-committee chairman. The chairman of this committee is further responsible for advising the overall parade chairman on the participation by the traffic and safety people and on what outstanding support he has received and the recognition that certain individuals should be given by the parade committee.

10. SUPPORT COMMITTEE: The support committee is a catch-all committee. It is responsible for the procurement, issue and control of any properties or equipment that are used in the parade. They are also responsible for the awards to be given to the parade participants, any reserve seating that might be provided for the parade and providing feeding facilities where necessary for parade workers or participants. The scope of this committee's responsibility will depend a great deal on the size and scope of the parade. A strong individual is needed as the chairman of the sub-committee and his duties should be assigned early by the parade chairman in order that he might carry out all of these duties effectively.

11. REVIEWING STAND: The reviewing stand should be erected at one of the best vantage points along the parade route. The reviewing stand should not be emphasized in correspondence or in discussions with the parade participants. The reason for this is that they tend to give their best performances before the reviewing stand at the expense of other points along the parade route. The purpose of the reviewing stand is not to judge the parade, but rather to provide a seating place for dignitaries and a place to recognize individuals who have made outstanding contributions to the conduct or organization of the parade. Protocol on reviewing stand requires that individuals be seated in order of their relative importance from right to left as they view the parade or from the center of each row, alternating from right to left by individual. If assistance is desired on protocol, decoration of the reviewing stand, or placement of flags, this assistance can be rendered by the Sesquicentennial Parade Committee. It is desirable that one individual be responsible for all seating on the reviewing stand and that the places be marked prominently with chalk or crayon, indicating the seating arrangement. The size and construction of the reviewing stand will vary with the parade and the number of dignitaries that are to be present. One of the simplest ways to provide a reviewing stand is to use a flat-bed semi-trailer truck or a flat-bed 2 1/2 ton truck, parking it along the parade route and decorating it for that purpose. Decoration ideas are included in the decorations section of the Sesquicentennial manual.



12. Pre-Parade Meeting - One of the most valuable steps that a parade committee can take is to schedule a pre-parade meeting for all parade participants. The purpose of this meeting is to review all aspects of the parade from a participant standpoint and to clarify any questions that may arise in regard to the individual participant's part in the parade. At this meeting, a briefing should be conducted on the parade route and on the rules for conduct of the parade. It is realized that sometimes because of distance, a representative of all participants will not be able to attend. However, experience has shown that most units are eager to send their representative to attend such a meeting and that those units who cannot send a representative are more apt to contact the parade committee and relay their questions by telephone or letter. This meeting should be held at least two weeks prior to the parade. The parade chairman should conduct the meeting and he should have the chairman of each of his sub-committees available to answer questions. Questions that cannot be answered during the meeting should be recorded and the answers should be forwarded to the interested party as soon as possible after the meeting.

13. Rules of the Parade - The parade committee should establish rules for their parade early. Some basic rules that have proved to be workable are listed below by category:

a. Selection:

(1) Selections of participants will be made by the selection committee. Their decision will be final.

(2) Applications for entries received after the deadline established by the parade chairman will not be considered by the selection committee.

(3) The selection committee is authorized to use the services of experts as consultants when making their selections.

(4) All applications must be approved by the principal or administrator or other person responsible for the unit before its application will be considered by the committee.

(5) Applications must be complete and units must understand that the parade committee cannot assume any financial obligations for the expenses of that unit that are incident to the parade.

b. Operation:

(1) Units must be in the marshalling area and ready to go not later than 30 minutes prior to the starting time of the parade.

(2) A unit that is not ready to move out will be bypassed by the other units and then if he is ready, he will fall in at the rear of the parade.

(3) All special movements, acts, or demonstrations will be performed while moving forward and at the speed necessary to maintain the specified interval. UNITS THAT DO NOT FOLLOW THIS PROCEDURE WILL DISQUALIFY THEMSELVES FOR CONSIDERATION OF AN AWARD, AND WILL IMMEDIATELY BE PULLED OUT OF THE PARADE. The parade will maintain a forward motion of approximately 1 1/2 miles per hour.



(4) Convertible drivers or other units will not stop to allow celebrities to give autographs to individuals along the parade route.

(5) No float or other unit will allow personnel to throw candy, peanuts, balloons, or any other item from their unit to the crowd.

(6) Units should maintain their prescribed interval as close as possible. When due to some problem, a gap develops in the parade, the control personnel will not require the unit to try to make up the gap. Once such a gap is allowed to develop, it is not possible to remedy it because any action taken will only result in tiring personnel which are on foot and moving the gap somewhere else in the parade.

(7) Motorcycle drill teams and other units that require a large interval to maneuver in should be placed at either the front or the rear of the parade. As a general rule, this type unit should be avoided unless it has some special appeal. Experience has shown that "go carts" and random groups of motorcycles usually cause a lot of trouble and add very little of anything to the overall appeal of the parade.

(8) Units must sign our acceptance agreement (sample copy included as \_\_\_\_\_.)

(9) All units normally wearing a uniform (bands, drum and bugle corps, twirling groups, etc.) must appear fully uniformed.

(10) Remain in the parade for its entire length.

(11) It is understood that the parade is a non-competitive event. This is necessary because some schools will not be permitted to participate if it were a competitive event.

14. Evaluation Committee - This committee is optional but the information gained from their statistics is invaluable in planning a future parade or in giving assistance or information to other communities planning a parade. The Sesquicentennial Committee is very interested in obtaining copies of these reports so that they might be made available to other communities requesting them through our Committee. The scope of the evaluation outlined here is in considerable detail. It may be modified to suit your particular situation. The purpose of the committee is to maintain accurate records on the progress of the parade and to informally judge the performance and appearance and crowd reaction to the parade. They also may be used to judge the best floats for any awards that might be contemplated. These records will be used as an aid to improve future parades.

a. Organization and Responsibility

(1) The evaluation committee will consist of as many as seven (7) members. The chairman is responsible for all actions of the committee, the dissemination of information and materials to the committee, collection of report forms and preparation and submission of combined report to the parade chairman.

(2) The committee chairman should attend all the parade committee meetings as well as the pre-parade meeting for all participants. The committee chairman will brief all personnel of his committee. He will insure that all members of his committee are in place at their assigned locations along the parade route not later than 30 minutes prior to the start of the



parade. The parade evaluators will be stationed at locations along the parade route.

b. Equipment

(1) Each evaluator will be furnished the following equipment:

- (a) An arm band or official sticker to identify him.
- (b) Clip board.
- (c) Parade evaluation forms. (See Appendix\_\_\_\_\_.)
- (d) Watch with sweep second hand (responsibility of each evaluator to provide).

(2) All equipment will be issued by the parade chairman to the evaluator chairman. The evaluator chairman is responsible for the subsequent issue of this equipment to the individual parade evaluators.

c. Duties - The parade evaluators will:

(1) Become completely familiar with the parade order.

(2) Complete Evaluator Form as follows:

- (a) Columns 1 and 2 will be completed by the parade chairman.
- (b) Select as easily identifiable spot on the street opposite their station and enter in column (3) the exact time, to the nearest second, that the lead element of each unit (listed in column 2) crosses this point.
- (c) Note by an "x" or check mark in the appropriate space under column (4) the condition of the interval for each unit. Intervals between units should be:

- 1. Musical units - 60 feet.
- 2. Special units - 60 feet.
- 3. Convertibles and vintage cars - 30 feet
- 4. Division - 100 feet.

(d) Enter a check mark in the appropriate section of column (5) the evaluator's impression of the color and appeal of the unit.

(e) Enter a check mark in the appropriate section of column (6) the crowd's response to each unit.

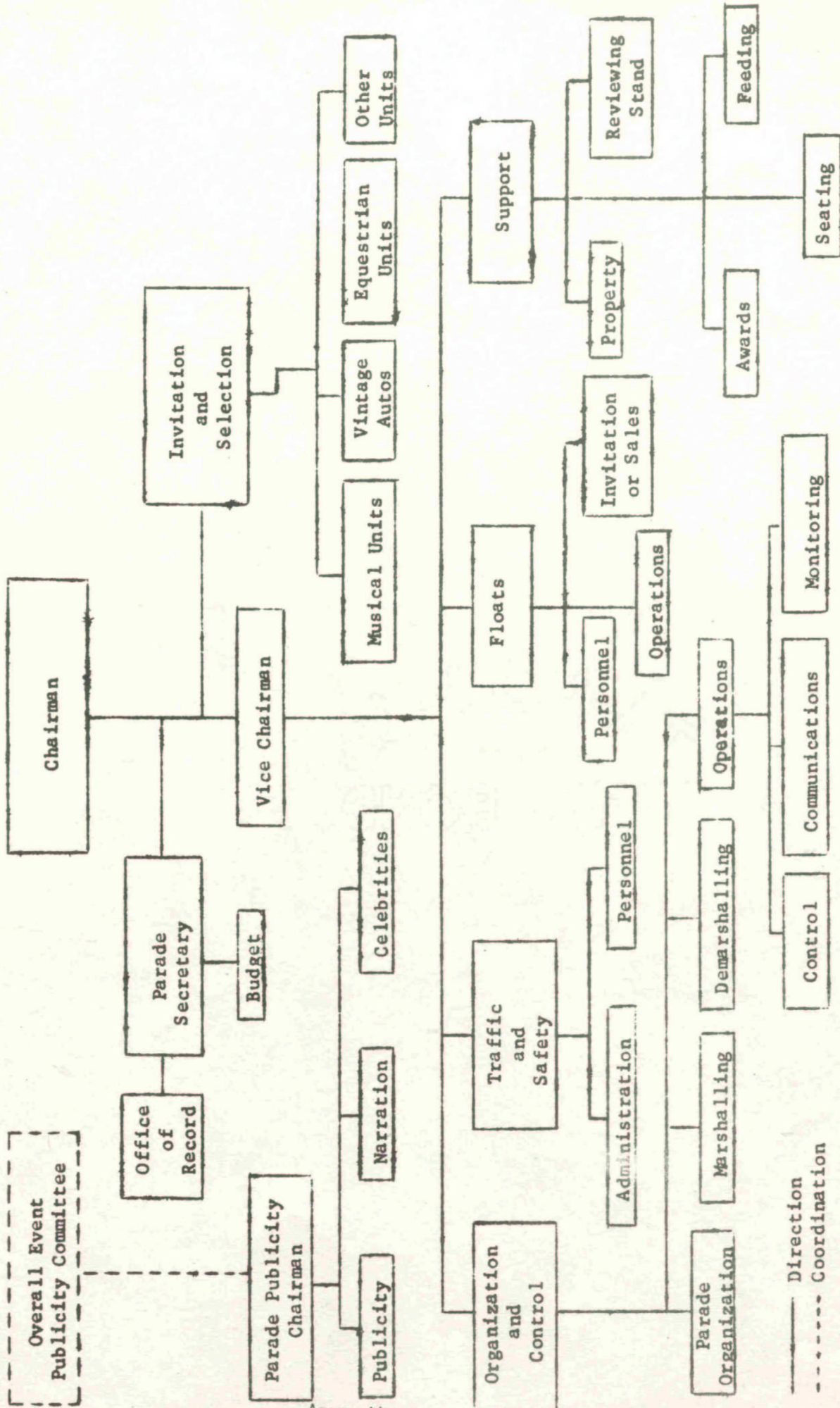
(f) Make any special remarks desired in column (7), i.e., was the unit especially good or bad; was the color or crowd appeal exceptionally good or bad.

(3) Turn in completed forms to the evaluator chairman.

d. Reports - The parade evaluator chairman will turn in all evaluator forms with a summarized report to the parade chairman not later than 24 hours after the parade.



# PARADE COMMITTEE



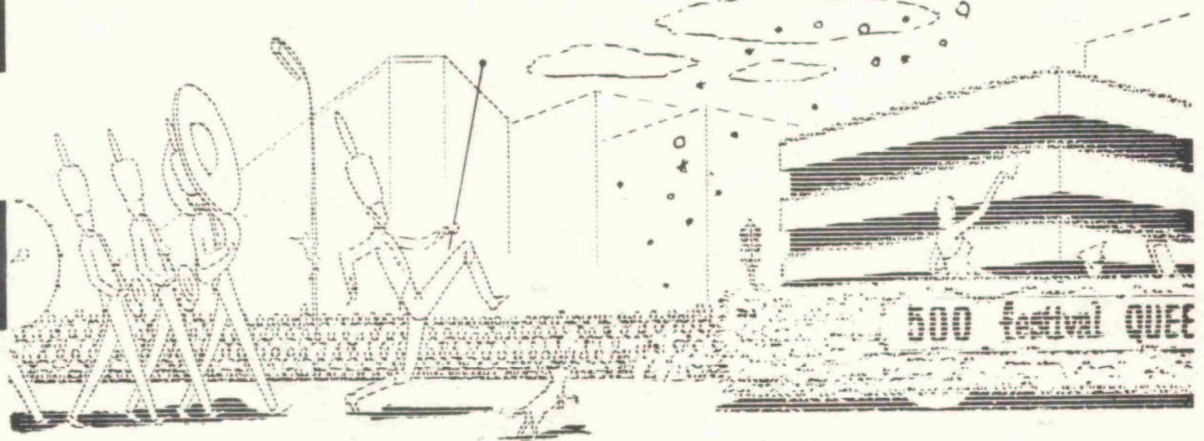
— Direction  
 - - - - - Coordination



# **"500" Festival Float Sponsor and Float Builder's Handbook**

# **500 festival**

**P A R A D E**



**"500" FESTIVAL ASSOCIATES, Inc.,**

*A Non-profit Civic Corporation*

**350 NORTH MERIDIAN STREET. STUDIO L.**

**INDIANAPOLIS, INDIANA 46209**



## "500" FESTIVAL PARADE

### FLOAT SPECIFICATIONS SHEET (EXHIBIT "A")

1. LENGTH: Minimum—30 feet. Maximum—60 feet (subject to restriction if Parade routing requires). Tandem units approved on individual basis.
2. WIDTH: Minimum—8 feet. Maximum—20 feet. Service Center doors are 14 feet wide in clearance and any projections on floats should be hinged 13 feet 6 inches in clearance or bolted on to permit clearance in moving the floats in and out Service Center doors. This will permit approximately 3 inches clearance on each side.
3. HEIGHT: Minimum—None. Maximum—13 feet. (Note: Maximum heights may be exceeded but anything over 13 feet must be hinged to fold for overhead clearance.) Overall height may not exceed 15 feet.
4. GROUND CLEARANCE: Float Bed: Minimum—2 feet. Maximum—4 feet. Decorative Skirt: Minimum—1 inch. Maximum—2 inches.
5. PROPULSION: Prime mover ONLY. No self propelled units.
6. BASIC FOUNDATION: Flat bed trailer with pneumatic-tired wheels.
7. GENERAL CONSTRUCTION: Framework—Steel, aluminum or wood under chicken wire, netting or plastic sprayed canvas. Outer Finish—Foil, papier-mache, painted surface, artificial flowers, live flowers, cloth, festoons, fringes, petal papers, grass mat, jewel cloth, wall board letters, pennant and flag decorations. All of the bed of the trailer or flat-bed is to be completely covered. Out-riggers, subject to width restrictions listed in par. 2, above, either wheeled or suspended, are permissible. Float may be in multiple units but each unit is to be an integral part of the same theme.
8. ANIMATION: Highly desirable but not mandatory. No articles may be thrown from the float or hurled to the crowd during the parade, i.e. flowers, cards, food, etc.
9. LETTERING: Cut-out wall board or other hard material, painted. Foil or floral use may be made. No oil cloth or other painter bill-board type lettering will be permitted. Maximum height of letters 26 inches, width to be in proportion.
10. SPONSOR IDENTIFICATION: Letters used to identify the float sponsor's name shall not exceed 12 inches in height. Lettering location may be on one or both sides of the float as well as the forwardmost part of the float or towing unit. Emplacement of letters may not exceed 36 inches from the ground, or the height of the float bed, whichever is lesser. Emplacement of letters on the forwardmost part of the float or towing unit may not exceed 54 inches from the ground.
11. ILLUMINATION: Adequate flood or spot lighting using sufficient storage batteries, the electrical system of towing unit or a self-contained portable generator.
12. FLOAT COVER: A rainproof cover of 4 mil thick polyethylene material will be provided by the float builder. This cover will be placed on each float before it leaves the building and remain in place until the parade marshal orders removal.
13. PUBLIC ADDRESS SYSTEMS: Use of portable amplification equipment for music only is highly desirable. Use of system for individual voices for commercial purposes is not permitted.
14. APPROXIMATE COST: Minimum—\$1800. Maximum \$3000 (including \$200 Entry Fee to "500" Festival Associates, Inc.).
15. PORTABLE GENERATOR LOCATION: Gasoline powered portable generators which emit fumes are to be located on the extreme rear of the float and properly vented to the ground. As a safety factor, flame-proof material shall be used to completely surround the generator. Exhaust pipes should extend beyond decorations and be covered with pipe lagging or wrapped with asbestos tape.
16. PERSONNEL: The minimum age of children that may ride on a float is ten (10) years of age. The use of "Queens" and similar individuals other than the "500" Festival Queen will be limited to only nationally recognized individuals such as "Miss Universe," "Miss America," or similar personages. The use of local "Queens" and beauty contest winners is not allowed. Any use of a nationally known "Queen" must be approved by the "500" Festival committee and she will be subordinate to the current "500" Festival Queen.
17. FLOAT DESIGN: All float designs must receive specific approval from the "500" Festival Float Committee prior to float construction. Failure to receive approval may result in disqualification of the float for participation in the parade.
18. SAFETY REQUIREMENTS:
  1. Handholds or other support shall be provided wherever float personnel are required to ride in standing position.
  2. Personnel locations on each float must be reinforced to adequately support the additional weight.
  3. All towing connections between towing unit and float and between the float and its outriggers must have approved safety couplings. All electrical circuits must be properly fused.



4. No sharp or pointed edges shall be left exposed on the finished float.
5. No smoking on or near floats. This prohibition applies to Assembly Area and along the Parade Route.
6. Float material and costumes that are liable to burn easily MUST be made of flame-proof material, or sprayed with flame-proofing fluid. (Flame-proofing solution—7 oz. Borax; 3 oz. powdered Boric Acid; 2 qts. hot water.)
7. All lug nuts on wheels must be checked before leaving Service Center and Marshalling Area.

**19. JEEP REQUIREMENTS:**

1. Every jeep must be covered. Bare metal showing through the decorations shall not be permitted.
2. An approved fire extinguisher must be carried in Jeep. At least ONE PERSON (Float Captain) in the jeep MUST be familiar with its correct use.
3. Jeeps must be properly serviced for gasoline, water, oil, tires checked, and battery in good condition.

## **FLOAT BUILDERS\***

- |  |                       |
|--|-----------------------|
| <b>1. Hamilton Display Mfg. Co.</b><br><b>611 N. Capitol Avenue</b><br><b>Indianapolis, Indiana</b><br><br><b>Mr. Renzie M. Hamilton</b>         | <b>ME 5-3414</b>      |
| <b>2. Indiana Flag &amp; Decorating Company</b><br><b>1229 Fletcher Avenue</b><br><b>Indianapolis, Indiana</b><br><br><b>Mr. Lester R. Luker</b> | <b>ME 7-9541</b>      |
| <b>3. Myers - Thompson Displays Inc.</b><br><b>316-318 W. Main Street</b><br><b>Louisville 2, Kentucky</b><br><br><b>Mr. Walter Thompson</b>     | <b>JUniper 4-7376</b> |
| <b>4. Parade Productions</b><br><b>5050 W. 78th Street</b><br><b>Minneapolis, Minnesota</b><br><br><b>Mr. Van G. Cannon</b>                      | <b>WAlnut 7-7365</b>  |
| <b>5. Designs Unlimited, Inc.</b><br><b>2908 W. Madison</b><br><b>Louisville, Kentucky</b><br><br><b>Mr. Anthony L. Ballato</b>                  | <b>775-6985</b>       |

\*This is the complete list of authorized float builders for the 1965 "500" Festival Parade. Application for accreditation as an official float builder for 1965 were closed as of December 8, 1964.

## **"500" FESTIVAL FLOAT CHAIRMAN**

### **CO-CHAIRMAN**

- |  |                  |
|--|------------------|
| <b>Stewart D. "Stew" Tompkins</b><br><b>Spickelmier Industries, Inc.</b><br><b>1100 E. 52nd Street</b> | <b>CL 5-2421</b> |
| <b>Francis C. "Buck" Hughes</b><br><b>Spickelmier Industries, Inc.</b><br><b>1100 E. 52nd Street</b>   | <b>CL 5-2421</b> |

## **"500" FESTIVAL OFFICE**

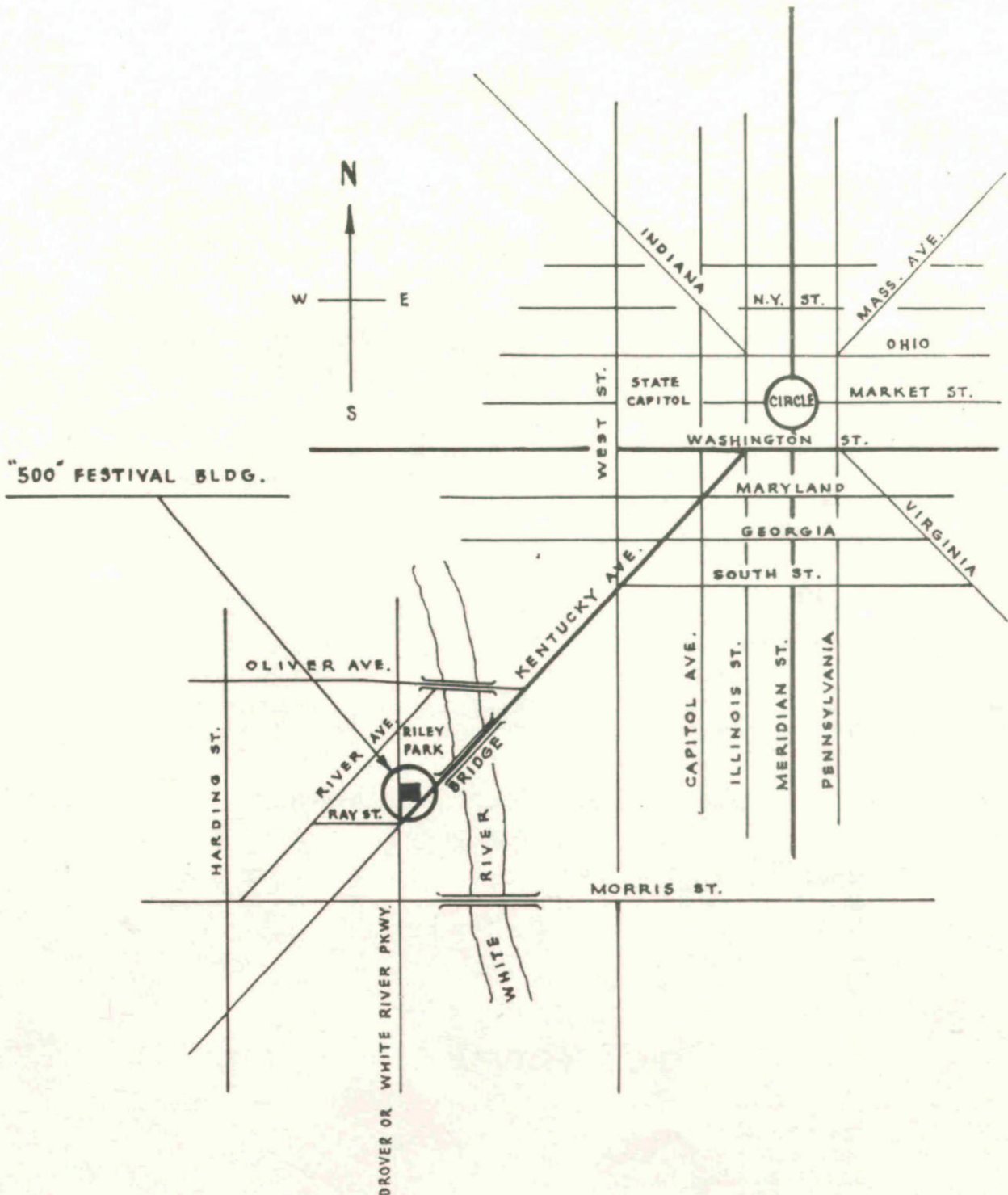
- |   |                  |
|---|------------------|
| <b>Mrs. Howard O. Dodson, Sr.</b><br><b>Executive Secretary</b><br><b>Indianapolis Athletic Club</b><br><b>350 N. Meridian Street</b><br><b>Indianapolis, Indiana</b> | <b>ME 6-4556</b> |
|---|------------------|



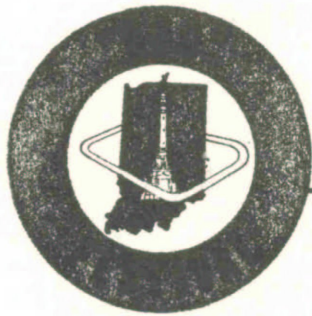
# "500" FESTIVAL SERVICE CENTER

951 DROVER STREET, (White River Parkway)

Phone ME 5-0750







# "500" Festival Associates, Inc.

350 NORTH MERIDIAN STREET • STUDIO L • A/C 317 636-4556

INDIANAPOLIS, INDIANA 46209

A Non-profit Civic Corporation

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Past President  
\*Mrs. Alex M. Clark  
President  
\*Robert G. Moorhead  
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\*Executive Committee

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Pres. Downtown Merchants Assoc.  
Pres. Indpls. Hotel &  
Motel Association  
Mrs. Howard O. Dodson, Sr.  
Executive Secretary

30 April 1965

MEMORANDUM FOR: All Parade Participants 1965 "500"  
Festival Parade

This memorandum is furnished to supply you and your organization information relative to the organization and conduct of the 1965 "500" Festival Parade.

We have tried to outline each sequence of the parade from the time you enter the city limits until your unit leaves the demarshalling area.

The parade committee will do all they can to make your parade a memorable, enjoyable and comfortable one. We have tried to anticipate your problems and solve them herein; however, should you have any difficulty or question concerning the organization or conduct of the parade, please refer them at once to me at Headquarters, 38th Inf Div, 711 N. Pennsylvania St., Indianapolis, Indiana 46204. Phone A/C 317 634-2282.

We earnestly solicit your cooperation in following the instructions herein and those issued by the parade coordinators that will be on duty in each of the parade divisions.

The "500" Festival Parade, in the few years of its existence, has become an outstanding national event. An estimated 400,000 spectators will view it along the parade route.

Your unit has been selected from many on a highly qualitative basis. We hope you share our thoughts that it is a distinction to be selected as a participant. We now look to you to uphold our reputation for top performance.

Our best wishes for a successful parade.

BILL J. ABEL  
Maj Inf Ind ARNG  
Parade Chairman



SPECIAL NOTICE

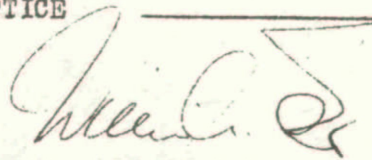
SPECIAL NOTICE FOR: ALL UNITS "500" FESTIVAL PARADE

The "500" Festival Parade Committee has established the following policy for all parade units participating in the 1964 "500" Festival Parade:

All units, except the official Parade Color Guard, are requested not to carry or include in their groups the American Flag.

This request is prompted to insure proper protocol and honors that must be accorded the National Emblem, and which in the past have, on occasion, been seriously violated. This request is not to infer that parade units, in the past, have been disrespectful to the flag, but rather to insure that the very few violations occurring in the past are not repeated.

SPECIAL NOTICE



WILLIAM A. SCOTT  
Lt Col, Arty, Ind ARNG  
Parade Chairman



DEFINITION OF TERMS

The Starting Point (SP) Intersection of North and Pennsylvania Streets. This is the point where your marching or moving unit actually enters the parade from your marshalling area. On passing this point, your unit will be traveling at the prescribed rate of march (3 MPH) (120 Steps per minute)

The Release Point (RP) is the point where specified elements are released from the parade and leave the march column to go into a designated area for departure from the city. (16th and Meridian Streets)

Marshalling Area is an area designated for the formation of a march unit prior to becoming an active part of the parade.

The Demarshalling Area is that area designated at which an incoming unit halts for the dismissal of personnel or equipment.

Element or Unit is a single thing, person or any group of things or persons considered as one.

Division, for purposes of the parade, will consist of eleven (11) separate and distinct units. These will consist of one honor division and 10 other divisions.

The Parade Coordinators are personnel responsible to the Parade Chairman and who act and issue instructions in his behalf in order to insure that parade instructions are adhered to by parade units. Parade coordinators will be identified by a checkered arm-band overprinted with the numbers "500". A coordinator is assigned to each division.

Rate of March is the measured continuous movement of a unit expressed in miles per hour (MPH). Rate of March for this parade will be 3 MPH (120 steps per minute).



OUTLINE OF PHASES OF THE PARADE

Step 1 - MOVEMENT TO CITY:

The 1964 "500" Festival Parade will start promptly at 7:00 P.M., Eastern Standard Time, Thursday, 28 May 1964. Units should judge their time of departure from their home stations in such a manner as to permit their arrival in the marshalling area by 6:15 P.M. Eastern Standard Time. Units should affix "Participant" windshield stickers, provided herewith, to their transportation vehicles - - this will permit the Indianapolis traffic control personnel to expedite movement to the marshalling area. Any unit experiencing difficulty in movement to Indianapolis on the day of the parade should contact parade officials at the Starting Point (Pennsylvania and North Streets), Phone ST 4-0266. Units should use suggested routing plan provided for entry into the city and to the marshalling area. (See Annex C).

Step 2 - ARRIVAL IN MARSHALLING AREA:

The parade will consist of eleven (11) divisions. A parade coordinator will be assigned by the "500" Festival Committee to each of the eleven divisions. This coordinator will be located in the marshalling area assigned to your unit. He will be dressed in a military uniform and have a distinctive arm band. You should report to the coordinator immediately upon your arrival for instructions as to your exact location and any assistance you might require. He will be familiar with location of restaurants, rest rooms and other accommodations near your marshalling area.

The control headquarters for the parade will be located in a large tent erected on the World War Memorial Plaza at the intersection of North and Pennsylvania Streets.

Step 3 - UNLOADING:

After your unit has unloaded, your vehicle drivers will be directed to proceed to your assigned demarshalling area where they will await your arrival at the conclusion of your movement in the parade. Under no circumstance will busses be allowed to park in the marshalling area. (See Annex C for exact location).

Step 4 - PREPARATION FOR START OF PARADE:

Under no circumstance, will a unit move onto Pennsylvania Street until instructed to do so by the Parade Coordinators. After your unit has been instructed to form on the street - your unit should form in such a manner as to move at the proper time and at the correct rate of march (3 MPH). Units not prepared to move at the proper time, or experiencing any trouble or mechanical failure preventing their movement at the proper time in the parade will be by-passed and be required to fall-in in the last division of the parade. THE PARADE WILL NOT BE DELAYED FOR FINAL PREPARATION BY ANY INDIVIDUAL UNIT OR FLOAT.



Anx B, Parade Part Memo, "500" Festival Assoc, 20Apr64, Contd

Step 5 - CONDUCT DURING PARADE:

Once your unit has crossed the starting point, it must maintain the specified intervals assigned it. Intervals between units will be fifty (50) feet. The interval between divisions will be seventy-five (75) feet. The original interval between units will be controlled by the official starter at the parade initial starting point. These intervals will be painted on the street at the starting point to enable you to "Gauge" the distances prescribed.

The parade route will be monitored by control personnel. Control personnel will be equipped with signs (for bands and drum & bugle corps) indicating the appropriate time to play prior to approaching reviewing stands, television cameras, and other important locations on the parade route. This will permit all spectators to hear some of the bands and will alleviate music "dead spots".

All special movements, acts, or demonstrations will be performed while moving forward and at the speed necessary to maintain the specified interval. UNITS THAT DO NOT FOLLOW THIS PROCEDURE WILL DISQUALIFY THEMSELVES FOR CONSIDERATION OF AN AWARD, AND WILL IMMEDIATELY BE PULLED OUT OF THE PARADE.

Units are reminded that they are a part of the parade until they cross the release point which is 16th Street. Arrangements have been made for five 5-ton wreckers to be located at strategic points along the parade route to take care of possible vehicle breakdowns--in order to permit the parade to proceed at the required rate of speed.

Step 6 - DEMARSHALLING:

As your unit crosses the parade release point, a demarshalling coordinator will meet you to assist you in demarshalling and loading onto your vehicles for movement from the area. Floats will unload personnel on the east side of Meridian Street north of 21st Street. After all personnel have been unloaded from a float, the float will be parked on the east side of Meridian Street and returned to its respective area after the parade is over.

Units are requested to take their instructions for departing the demarshalling area from the demarshalling coordinator in order to prevent a slowing down of the parade and to expedite the flow of traffic. Follow the marked departure route indicated on map furnished you.

Step 7 - RECOMMENDATIONS FOR FUTURE PARADES:

Units are requested to submit their comments and recommendations for the conduct of future parades within five days following the parade. Such comments should be addressed to:

Lt Col WILLIAM A. SCOTT  
Hq, 1st Bde, 38th Inf Div  
2015 S Pennsylvania Street  
Indianapolis, Indiana, ZIP 46225



## HONOR DIVISION

1. Indianapolis Police Escort
2. Chief of Police, City of Indianapolis
- 2a. Chief Indianapolis Fire Department
- 2b. Sheriff of Marion County
- 2c. Superintendent Indiana State Police
3. Banner: "Big Fifty" (Parade Theme)
4. Top Ten Twirler
5. Parade Pair: Alex Campbell, Coesse, Ind
6. "500" Festival Color Guard, Indiana Military Academy  
OCS, Indiana Army National Guard
7. Honorary Parade Marshall
8. Band: Purdue University "All American", Lafayette, Ind. 270 Members
9. Float: Indianapolis Motor Speedway
10. President 1964 "500" Festival. Mr. Joe Dawson
11. Honorable Matthew E. Welsh, Governor State of Indiana
12. Honorable John J. Barton, Mayor City of Indianapolis
13. Mr. Anton Hulman Jr., President Indianapolis Motor Speedway
14. 1933 Lincoln Convertible - Jack Pope - Indianapolis
- 14a. 1909 Ford Touring - Howard Sullivan - Rushville
- 14b. 1909 Ford Touring - Richard Askren - Indianapolis
- 14c. 1909 Ford Touring - Earl Potts - Lebanon
- 15a. 1910 Ford Touring - John Smith - Muncie
- 15b. 1910 Ford Touring - Lloyd Riggins - Muncie
- 15c. 1911 Ford Torpedo - George Coon - Gleenwood, Ind
- 16a. 1911 Ford Torpedo - Walter Ballard - Marion
- 16b. 1912 Ford Torpedo - Richard Alexander - Anderson
- 16c. 1913 Ford Roadster - John Buckley - Indianapolis



# HONOR DIV

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\*\* VINTAGE CARS NUMBER 14a thru 24c WILL MARSHALL ON NORTH STREET  
(See Diagram)

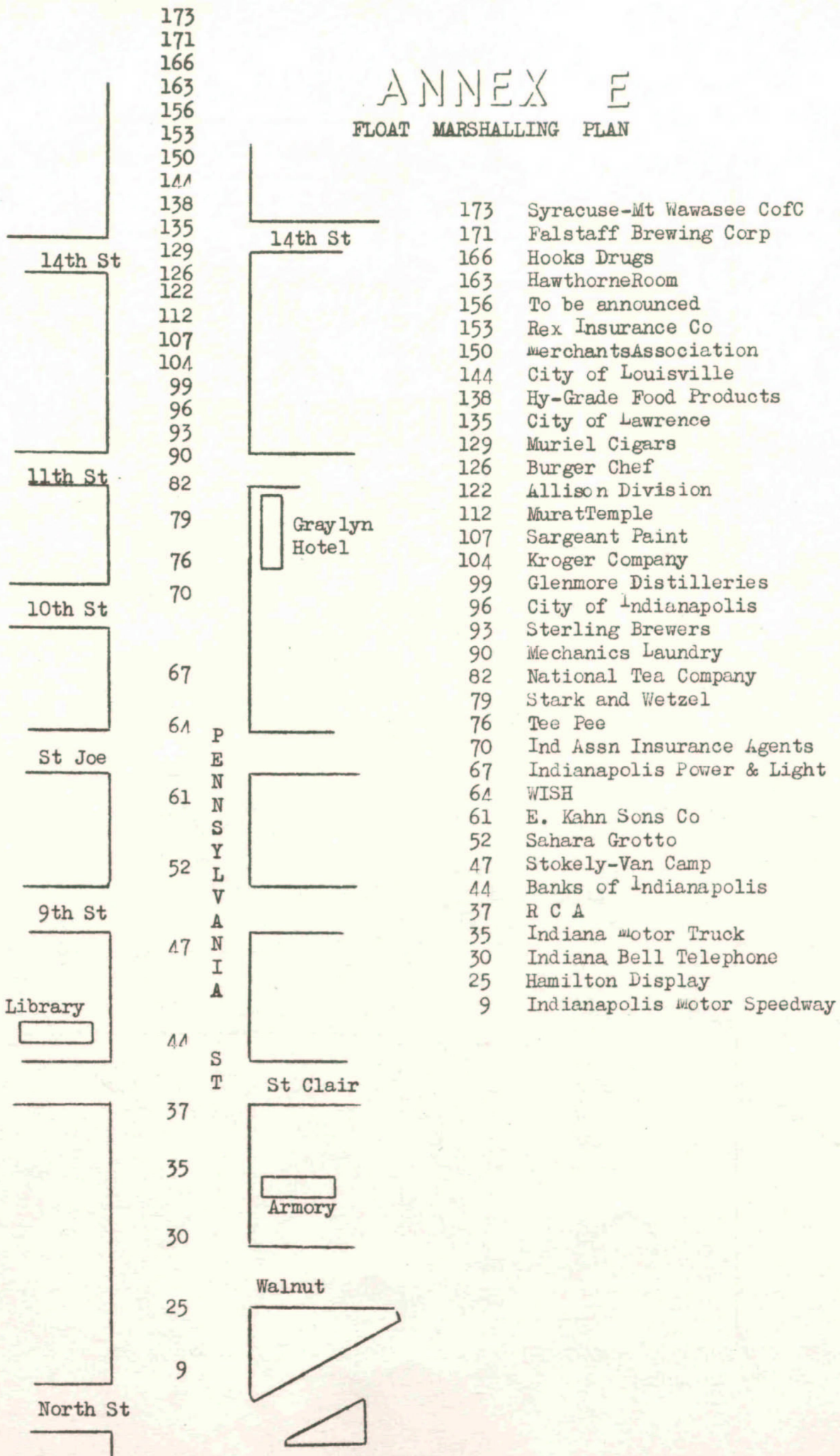
11

4'



# ANNEX E

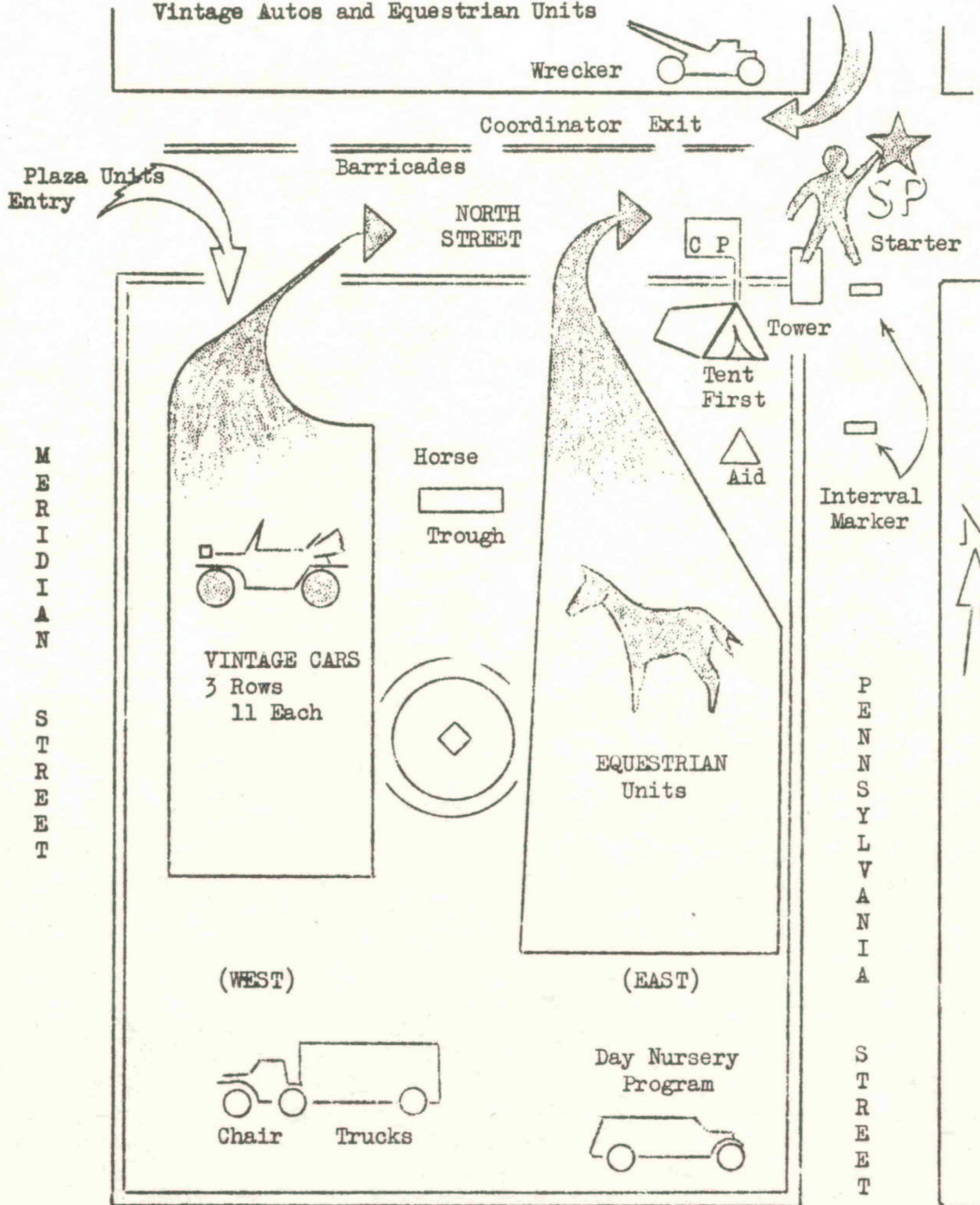
FLOAT MARSHALLING PLAN



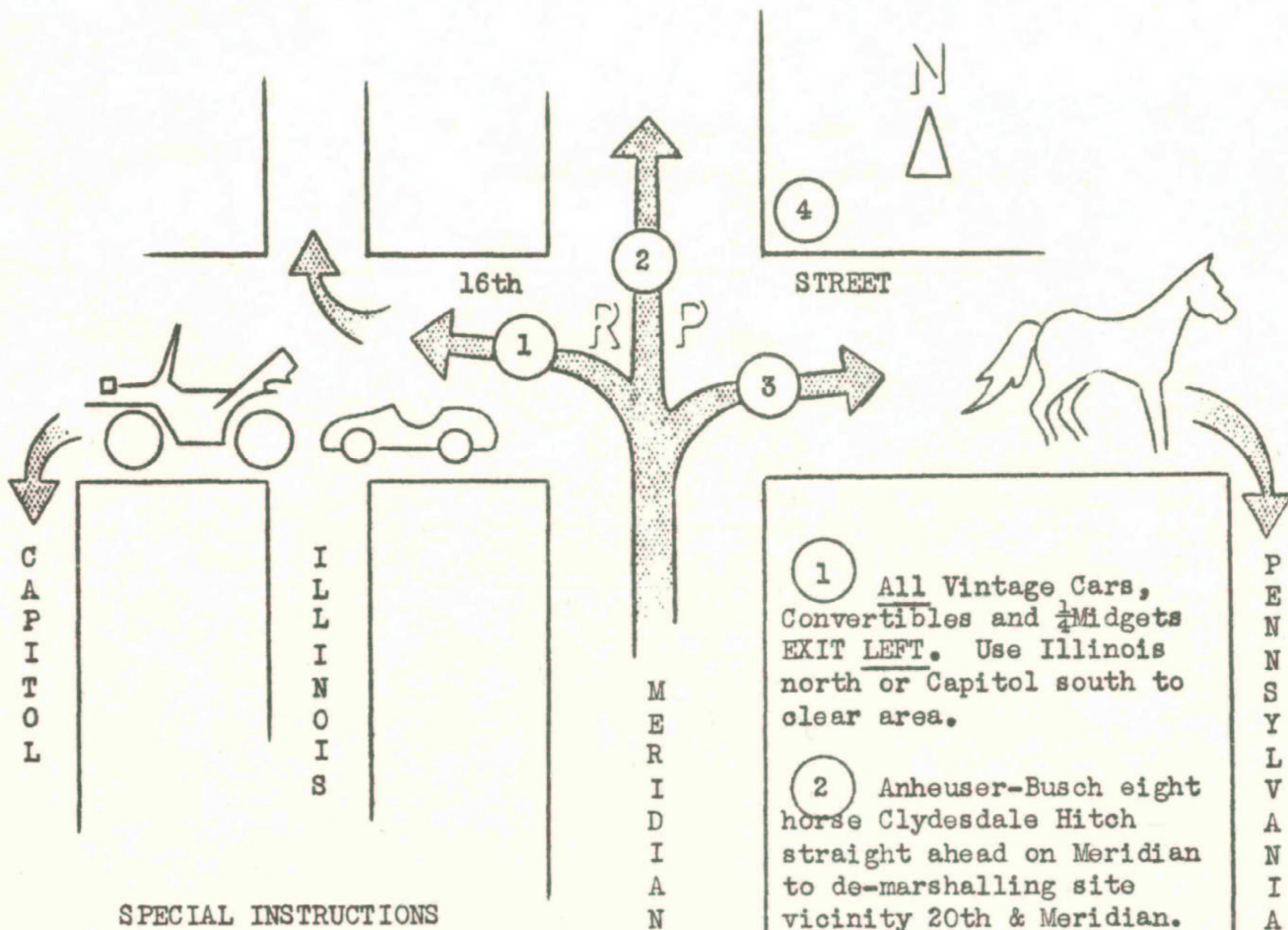


# PLAZA MARSHALLING

Vintage Autos and Equestrian Units







SPECIAL INSTRUCTIONS  
FOR  
Vintage Cars  
Equestrian Units  
Anheuser-Busch Clydesdale Hitch  
Quarter Midgets  
Banner Bearers  
and  
Top Ten Twirlers

(Marshalling and Exit Information)

① All Vintage Cars, Convertibles and  $\frac{1}{4}$  Midgets EXIT LEFT. Use Illinois north or Capitol south to clear area.

② Anheuser-Busch eight horse Clydesdale Hitch straight ahead on Meridian to de-marshalling site vicinity 20th & Meridian.

③ All Equestrian units except Clydesdale hitch, EXIT RIGHT return to Plaza on Pennsylvania.

④ Pick-up point for Top Ten Twirlers and Banner Bearers.



All equestrian units, except Murat Hose Patrol, unload on Memorial Plaza. Park trucks or carts on direction of Lt Col Tritch. Clydesdale hitch unload on Plaza---dispatch trucks vicinity of 20th and Meridian for parking by de-marshalling supervisor. All Parade Pairs and Murat Horse Patrol proceed direct to respective divisions for marshalling. All other equestrian units and Clydesdale hitch remain on Plaza, enter parade on order of Lt Col Tritch.

VINTAGE CARS SHOULD ARRIVE ON THE PLAZA IN SUFFICIENT TIME TO ALIGN THEMSELVES IN THREE ROWS OF ELEVEN PER THIS ORDER AND BE PREPARED TO MOVE OFF THE PLAZA AND ONTO THE PARADE ROUTE BY 6:00 PM, 28 MAY 1964.



"500" FESTIVAL PARADE  
Indianapolis, Indiana

ACCEPTANCE AGREEMENT

The (Name of Band) \_\_\_\_\_  
accepts the invitation tendered by the "500" Festival Parade Committee and  
will participate in the 1965 "500" Festival Parade to be held in Indianapolis,  
Indiana, on Saturday, 29 May 1965. The parade will start at 7:00 P. M.,  
Central Daylight Saving Time.

In accepting this invitation, our band agrees to:

- a. Appear fully uniformed.
- b. Report to the staging area at least 45 minutes prior to the  
starting time of the parade.
- c. Remain in the parade for its entire length which is 2 3/8 miles.

It is further agreed that our units will follow the parade procedures  
established by the "500" Festival Band Committee which will basically be as  
follows:

- a. The parade will maintain a forward motion of approximately  
1 1/2 miles per hour.
- b. Each band will devise its parade routines so as to remain  
within the parade area assigned to it and so as to not impede the forward  
motion of the parade.
- c. The band will play at points designated along the route when  
instructed to do so by parade monitors established for this purpose.
- d. It is understood that this is a non-competitive event.

It is understood that our band will assume all financial responsibility  
incurred in making this appearance and that no claims will be made upon the  
"500" Festival Associates.

(Continued on reverse side)

Appendix V



Acceptance Agreement (Cont'd)

The "500" Festival Associates will in turn provide each participating band with an appropriate Honor Band Award plaque acknowledging the band's participation in the parade.

Signed: \_\_\_\_\_

Band Director

\_\_\_\_\_  
School or Organization

\_\_\_\_\_  
City

\_\_\_\_\_  
State

I have approved the participation of the above named band in the 1965 "500" Festival Parade.

Signed: \_\_\_\_\_

School Principal



Sheet \_\_\_\_\_

Name \_\_\_\_\_

[illegible]



### CHAPTER III PROFESSIONAL ASSISTANCE

15. Sesquicentennial Parade Committee - The primary purpose and objective of the Sesquicentennial Parade Committee is to provide information and assistance to each of the communities in the State of Indiana for the organization and conduct of their own community parade. The first step taken by this Committee is to publish a parade manual of which this chapter is a part. The other areas of assistance offered by the Committee and other suggested sources of assistance are outlined in this chapter.

16. Selection and Screening of Units - The selection and screening of units is a function of each parade chairman of the various community parades. Our Committee has outline in Chapter II the suggested responsibility and duties of a parade invitation and selection committee. In addition, certain suggested rules for invitation and selection have also been included. It will be necessary for each community to establish their own policy and rules on invitation and selection. Naturally, these rules and regulations will vary, depending upon the size of the community and the size of the parade which is being conducted. Those rules that have been listed in Chapter II are not intended to be all inclusive nor are they intended to be binding on the individual community parade chairmen.

17. Mimeographed Forms- There are a number of printed and mimeographed forms that have been used successfully by other parades. Copies of these forms have been included as Appendix 1 to this chapter. An attempt has been made to include a sample form for each one of the actions that might be required by your parade committee. The method of printing (commercial, mimeograph, multilith, etc.) depends upon your particular situation. These forms are:

a. Parade Brochure - This is an optional item which you might want to use. It could be printed or mimeographed. Some communities have used a mimeographed form very successfully. This brochure could include a brief description of your community and some of the highlights of your proposed Sesquicentennial celebration.

b. Application Forms - A sample of the application form used by the "500" Festival for bands and special units is included. It is suggested that you use an application form similar to this but modified for your particular circumstance. It has been found that the information on this form is generally all inclusive and would answer any of the questions that your parade chairman might require.

c. Float Entry Blank - The float entry blank enclosed is a brief entry application that can be used for your float entries. Depending upon the size and scope of your parade, you may want to charge a minimum entry fee for floats. This would be some income that could be used to assist you in paying the expenses of your parade. This is covered in more detail in a later chapter.



d. Application Cover Letter - There are two situations where you would mail application cover letters. First, you will probably want to make a direct mailing of applications to units which you know it would be desirable to have participate in your parade. Second, you will receive inquiries from units; the second letter is designed for this purpose. For some units which you know are good, you may want to send them a direct invitation to participate in your parade.

e. Acceptance Letters - A copy of an acceptance letter is enclosed. It is desirable that you have an individually typed letter for this purpose. The acceptance should be mailed to the unit as soon as possible after their selection by the invitation and selection committee.

f. Rejection Letter - It is just as important to send letters to those applicants that are rejected as it is to those that are being invited. A suggested letter is included. Again, it is desirable that this be an individually typed letter to each person rejected.

g. Invitation - A copy of an invitation certificate used by the "500" Festival Parade is enclosed. You may not want to be this elaborate with the invitations for your parade. However, this is usually a good expenditure because this will be framed by the participant and will serve as a permanent record and reminder of a successful event.

h. Acceptance Agreement - Each participant in the parade should be required to sign an acceptance agreement. The acceptance agreement enclosed has been used for the bands in the "500" Festival Parade. A similar type acceptance agreement can be used for all units. It is especially important that the sponsor or the school's principal or the director of an organization indicate his or her approval on these acceptance agreements.

i. Overnight Accommodations - In most cases, it probably will not be necessary to arrange for overnight accommodations for your participants. However, if this is required, you should utilize some form similar to the example that is furnished.

18. Source of Qualified Entries - The parade sub-committee of the Indiana Sesquicentennial Pageants and Ceremonials Committee is in the process of compiling a list of qualified parade entries. These lists will be made available upon request to any community desiring them for assistance in locating entries for their parade. The parade sub-committee encourages communities to notify them of outstanding units within their own community who would be interested in participating in Sesquicentennial parades throughout the State. It will not be the purpose of this committee to have an all inclusive list. However, they will, in their best judgment, prepare a list of units which would add to the interest, color and pageantry of your celebration. Requests for this information should be directed to the Indiana Sesquicentennial Commission, 101, State Office Building, Indianapolis, Indiana

19. Parade Organization - (see Para 8, Chap II) The mechanics of parade organization are relatively simple, but there are certain basic steps that should be taken in a planned sequence.



a. These steps are:

- (1) Selection of a parade theme.
- (2) Selection of a parade chairman.
- (3) Selection by the parade chairman of his sub-committee chairmen.
- (4) Selection by the sub-committee chairmen of their committee members.
- (5) Issuance of guidance by the Sesquicentennial community committee to the parade chairman.
- (6) Preparation of a parade dummy. See Appendix XVII to this chapter. Special emphasis should be placed on this step as this is the key to your whole parade. A sample parade dummy used by the "500" Festival Parade is enclosed as Appendix XVII. You will note that the type units are listed on the right side and blank spaces are listed on the left side, showing the units that you might desire to include. By using this parade dummy, you are able to plan your parade to keep good balance and to insure that the necessary units are spaced in between bands so that the music does not conflict. Also, it gives you an opportunity to visualize the parade before you actually make firm assignments. It can also be used as a basis for a plan on the number of units you desire to invite.
- (7) Selection of and approval by city administration of parade route.
- (8) Formulation of parade budget and financial requirements.
- (9) Mailing of information and application forms to prospective entries.
- (10) Receipt of application forms and selection of entries by the invitation and selection committee.
- (11) Mailing of acceptance and rejection letters.
- (12) Receipt of acceptance agreements.
- (13) Preparation of and mailing of instructions
- (14) Preparation of marshalling, demarshalling and control plans.
- (15) Arrangement for a reviewing stand.
- (16) Marking of specific parade route.
- (17) Marshalling the parade.
- (18) Conduct of the parade.
- (19) Demarshalling the parade.
- (20) Evaluation of the parade.
- (21) Awards presentation.
- (22) Preparation of after-action reports.
- (23) Letters of appreciation to parade committee members.

b. Control Kits - The Sesquicentennial Parade sub-committee is preparing a number of parade control kits for use by various communities in their Sesquicentennial parades. These kits will be made available to the communities for their parades free or at a nominal charge. These kits will contain signs, arm bands and other control devices.

c. Check Lists - It is important that the parade chairman and sub-committee chairmen prepare some type of a check list to check off the various requirements as they have been completed. Appendix XVIIIa and XVIIIa to this chapter include three such check lists used by another parade. These check lists can be modified to be used for your particular parade. It is suggested that the unit be assigned a number as early as possible and that number



be carried throughout the parade. This number can be assigned on the left hand column of your check list and the unit listed next. Any number of columns can be used after this to record the various requirements.

20. Parade Control - The method which you use to control your parade must suit your particular situation. However, it is desirable that you use radio or telephone communications where possible between key points on your parade route and the starting point of your parade. This will permit you to make timely corrections in your parade before they cause serious difficulties. Sources of communications will be a problem. It is suggested that you contact the reserve component units in your community or determine if the Boy Scouts or the Civil Defense have communications that would be adequate for this purpose. Although communications would be furnished by some other organization, it is suggested that you appoint a member of your committee to be physically present with each communication capability along your parade route. It is desirable at the start of your parade to paint on the street two or more marks. These marks would indicate to the unit as they cross the release point what their interval should be throughout the parade. The parade starter should release each unit at their prescribed interval and caution them as they cross the release point that they should keep this as nearly as possible. It is experience in conducting a parade in your community or they have participated in parades in other communities. Also, they would, in many instances, be able to provide other types of assistance such as facilities, equipment, or financial. Some of the agencies or organizations which you might contact are:

a. County School Superintendent's Office - The County School Superintendents Office can give you information on bands and other units within the school system which you might desire to have participate in your parade. He can also give you information on policies that the county school system has which would be of concern to you in parade planning. The County School Superintendent is also an excellent individual to advise you on a member to head up your band selection committee.

b. Local Veterans' Organizations - These organizations have probably participated in parades all over the country. They should be able to provide suggestions or assistance in conduct of your parade.

c. Local Civic Clubs - These clubs have probably participated in parades in other communities. They should be asked for assistance and consideration should be given to asking these clubs to assume some of the responsibilities of the parade such as marshalling, demarshalling or crowd control.

d. Local Industries - You should ask the local industries early to appoint representatives to serve on your parade committees. This will give you a close contact with these industries and should assist you in getting financial as well as other support from them. Also, these are the most logical people to sponsor floats for your parade.

e. Local Military Organizations - Local military organization will be authorized to participate in your celebration and they will have equipment reiterated here that if a gap is allowed to develop in the parade, it is almost impossible to make up this gap. It is better for this one gap to move



move on through the parade than to try to make it up and thereby creating other gaps with the accordion effect that results.

21. Parade Judging and Awards - It has been mentioned before that it is undesirable to judge the participating units as to first, second, third, fourth, etc. The reason for this is that certain organizations that some of your participants will belong to will not allow them to participate if it is a competitive event. It is suggested that you give some type of an award or certificate to each participant in the parade rather than giving awards for the best in any particular category.

a. An exception to this, it is suggested that you might want to give an award for the best floats. You might want to establish:

- (1) A grand prize award to be given for the best float.
- (2) An award for the best portrayal of the parade theme.
- (3) An award for the most beautiful float.
- (4) An award for the most original float.
- (5) The number of these awards would be optional, but should be established early by your committee.
- (6) It is desirable that the float judges consist of a man and his wife. Also, consideration might be given to using a clergyman for this purpose.

b. Source of Awards Manufacturer - A list of manufacturers of awards and their addresses are included as appendix XVIX. This is not intended to be an all inclusive list but does represent organizations which other parades have received good service from. The prices and designs of awards can be furnished by each manufacturer upon your request. The Sesquicentennial Parade sub-committee has prepared a certificate which can be used by your community as a recognition for participation in your parade. A copy of this certificate will be furnished in the near future for your consideration. It will be considerably cheaper to buy this certificate through the Sesquicentennial Commission where they can take advantage of the mass production prices.

c. Public Relations and Publicity Value - The value of a good recognition and awards program is covered in the public relations section of this manual. It has been the experience of other parades that this is one of the cheapest ways to generate good will and good public relations for your celebration. There will always be some cost to this part of your program but usually the dividends received far outweigh the expenditure.

22. Monitoring Service - The parade sub-committee of the Indiana Sesquicentennial Pageants and Ceremonials Committee will make available individuals to advise or assist in planning and executing your parade. Requests for this assistance should be forwarded to the Sesquicentennial Commission, ATTN: Parade Sub-Committee. Members of our sub-committee would be available to meet with the parade chairman and members of his committee to review your plans and to give any assistance you might desire. It is suggested that if this assistance is desired, you forward your request early so that the plans can be made by the individual to meet at a time which would be jointly convenient for each party.



23. Other Sources of Assistance - There are many sources of assistance within your own community that should be taken full advantage of in planning and executing your parade. Many of these agencies or organizations have had men and women who would be especially valuable to you in the control and conduct of your parade. You should also give serious consideration to appointing the commander of your local reserve unit to serve on your committee. You should use caution and judgment in making requests for the use of military equipment. The regulations, both State and Federal, are very restrictive. Your local commander would be your best advisor on this.

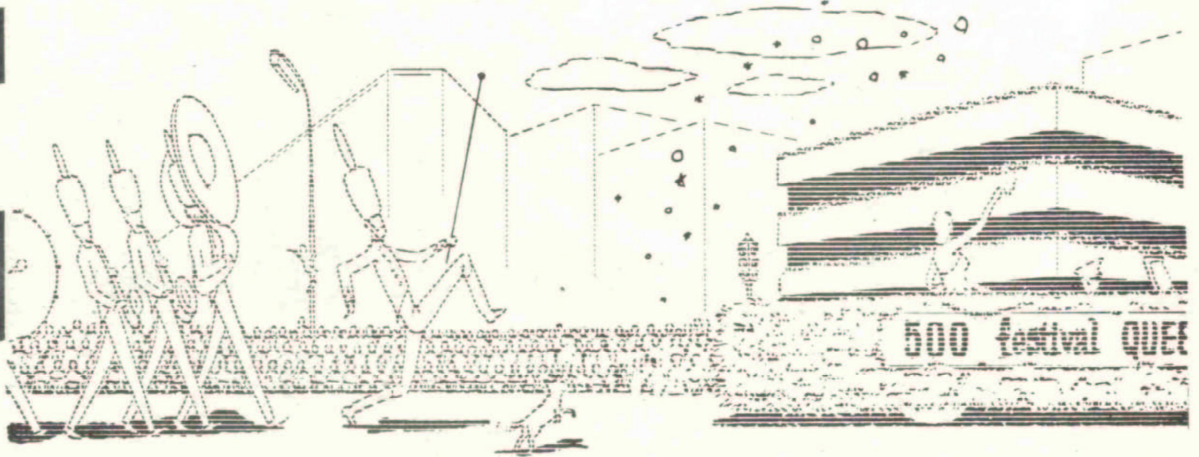


# **The Spectacular**

# **The Superlative**

# **500 festival**

## **P A R A D E**



"500" FESTIVAL ASSOCIATES, Inc.,

*A Non-profit Civic Corporation*

350 NORTH MERIDIAN STREET, STUDIO L.

INDIANAPOLIS, INDIANA 46209



a colorful marching panorama...  
"500" Festival parade



**VIEWED BY  
ONE THIRD MILLION  
'AWE STRUCK' SPECTATORS**

plus TV



## selection

Each individual application for entry in the "500" Festival Parade is carefully screened by a highly qualified selection committee. The information which forms the basis for judging is derived solely from the accompanying application, thus it is vitally important that this be filled out as completely as possible. Each unit is selected individually, solely on its own merits, with no partiality shown to any one organization or state.



Participant Award

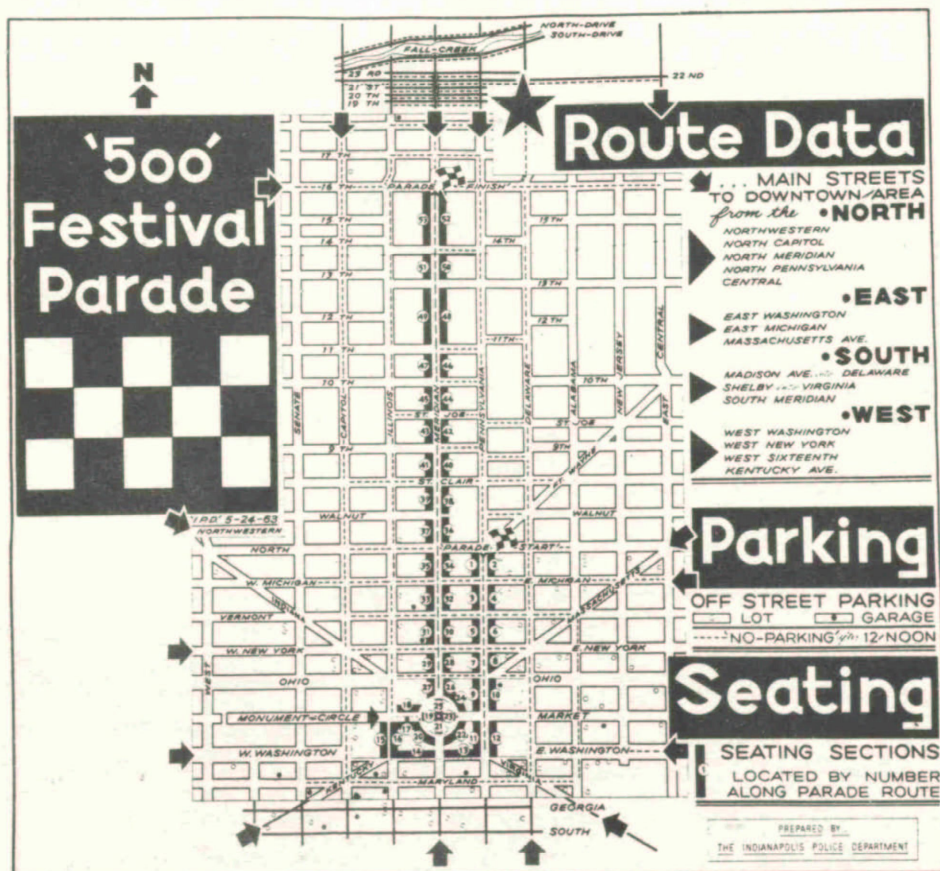


Each Participating Unit Receives a Beautiful Award

## history

In a few short years the Indianapolis "500" Festival Parade has become the outstanding event of its kind to be held in the Middle West. Bands from all over the country make up the 33 units which comprise the final committee selection from hundreds of entries. In all there are approximately 5000 marchers plus colorful floats and personalities which appear in the hour-and-a-half parade. To keep it moving on schedule, more than 1500 individuals including Boy Scouts, National Guardsmen, Indianapolis, Marion County, State, Auxiliary and Civil Defense Police combine into a team of clock watchers. The parade line of march measures 2.4 miles, and if all the units are stretched into one line the parade measures 2.76 miles in length. Altogether the "500" Festival parade consists of approximately 110 units, including 33 symbolic floats, 33 bands and 33 special units. This year there will be in excess of 36,000 reserved seats available to spectators. In all, approximately ten times that number are expected to witness this outstanding highlight of the spectacular Annual "500" Festival Parade.







**BAND INFORMATION AND APPLICATION FORM**

(Please Type)

**SECTION I****ADMINISTRATIVE INFORMATION**

1. Name of Organization or School \_\_\_\_\_
2. Address \_\_\_\_\_ Phone \_\_\_\_\_
3. Name of Musical Unit \_\_\_\_\_ Nickname \_\_\_\_\_
4. Name of Director \_\_\_\_\_ Date of Application \_\_\_\_\_
5. Address of Director \_\_\_\_\_ Town \_\_\_\_\_ State \_\_\_\_\_
6. Name of Principal or Administrator \_\_\_\_\_
7. A letter must be appended to this Application from your school principal or administrator indicating approval of your band's participation if selected.

**SECTION II****DESCRIPTION**

8. Number in Band (include all personnel)

Color Guard \_\_\_\_\_

Drum Majors \_\_\_\_\_

Twirlers \_\_\_\_\_

Total Number of Personnel in Band \_\_\_\_\_

Special Groups \_\_\_\_\_

Other Groups \_\_\_\_\_

Band Players \_\_\_\_\_

9. Age Span of Members \_\_\_\_\_ to \_\_\_\_\_

10. Complete Description of the Above Groups \_\_\_\_\_

11. Description of Band Uniforms (color, style, etc.) \_\_\_\_\_

12. Number of ranks \_\_\_\_\_ and files \_\_\_\_\_ in the block band. The total estimated marching length of the band and auxiliary units and twirlers is \_\_\_\_\_ feet.

**SECTION III****OTHER INFORMATION**

13. Record of Band (Events Band has participated in, honors won, etc.) \_\_\_\_\_

Appendix I-b



14. List the publicity media contacts to whom publicity releases should be sent if you are selected for participation in the "500" Festival Parade. (List in order of preference as it may not always be possible to make releases to all those listed.)

Name of Newspaper, Radio, TV  
or other News Media

\*Address

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\*If you have a special contact to whom the material can be mailed please give their name here.

15. Transportation: Special arrangements are made for parking of busses or trucks in the parade area; therefore, it is necessary that the following information be furnished:

Number of busses to be used to transport your band\_\_\_\_\_.

Number of trucks to be used to transport instruments or other equipment\_\_\_\_\_.

NOTE: Because of limited parking space in the parade marshalling area, no space can be provided for parking automobiles.

16. If your Band has not participated previously in a "500" Festival Parade, a brochure containing the following information must accompany this Application Form:

- a. Pictures of your marching band.
- b. Picture of yourself.
- c. Pictures of the band's auxiliary units (majorettes, etc.).
- d. Any newspaper clippings regarding your band's activities.
- e. Copies of concert programs.
- f. Other information that will help the Band Committee evaluate your band.

Check here if you desire that these brochures be returned to you after they are reviewed by the Band Selection Committee. ☐

17. Mail application to:

**Professor Al G. Wright, Chairman**  
**Band Selection Committee**  
**"500" Festival Parade**  
**Department of Bands, Purdue University**  
**Lafayette, Indiana**

The Selection Committee will evaluate bands for selection between December 1 and March 1. Please return this application form promptly.

The "500" Festival Associates cannot underwrite any of a participating unit's expenses and your plans should be made accordingly.



## INFORMATION AND APPLICATION FORM

\*(Please type or print)

## SECTION I

## ADMINISTRATIVE INFORMATION

1. Name of Participating Unit\_\_\_\_\_
2. Unit Mailing Address: Street\_\_\_\_\_City\_\_\_\_\_
3. Name of Unit Director or Leader\_\_\_\_\_
4. If your unit is a part or is sponsored by an organization a letter from your organization or unit administrator indicating approval of your unit's participation must be appended to this application.

## SECTION II

### DESCRIPTION

5. Number in Unit \_\_\_\_\_ Equipment \_\_\_\_\_ Personnel \_\_\_\_\_ Animals \_\_\_\_\_
6. Complete description of unit (describe personnel, equipment, animals (if applicable), include color style, etc. Information to be used for publicity releases.)

7. Marching Data of Unit. Marching Length \_\_\_\_\_ Feet. Marching Width \_\_\_\_\_ Feet.

### SECTION III

## BACKGROUND INFORMATION

8. Record of Units (Events unit has participated in, honors won, etc.):



9. List the publicity media contacts to whom publicity releases should be sent if you are selected for participation in the "500" Festival Parade. (List in order of preference as it may not always be possible to make releases to all those listed).

Name of Newspaper, Radio, TV  
or other News Media

\*Address

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\*If you have a special contact to whom the material can be mailed please give their name here.

10. Transportation: Special arrangements are made for parking of busses or trucks in the parade area; therefore, it is necessary that the following information be furnished:

Number of busses to be used to transport your unit \_\_\_\_\_

Number of trucks to be used to transport instruments or other equipment \_\_\_\_\_

NOTE: Because of limited parking space in the parade marshalling area, no space can be provided for parking automobiles.

11. If your unit has not participated previously in a "500" Festival Parade, a brochure containing the following information must accompany the application form:
- Pictures of your unit and equipment.
  - Newspaper and magazine clippings regarding your unit's activities.
  - Other information that will help the parade committee evaluate your unit.

NOTE: Please indicate clearly any materials that you desire to have returned, and the correct return address. All such materials will be mailed approximately 15 June.

Mail application and related material to:

Parade Chairman

"500" Festival Associates

350 North Meridian Street

Indianapolis, Indiana 46209

The Selection Committee will start evaluation on February 1. This Application Form should be returned at your earliest convenience.

The "500" Festival Associates cannot underwrite any of a participating unit's expenses and your plans should be made accordingly.



ORLEANS  
INDIANA SESQUICENTENNIAL PARADE

FLOAT ENTRY BLANK

Date \_\_\_\_\_

Sponsor Name \_\_\_\_\_ By \_\_\_\_\_

Address \_\_\_\_\_

We will sponsor a float in the Orleans Sesquicentennial Parade. Enclosed is our check for \$ \_\_\_\_\_ for our entry fee.

The proposed theme for our float is \_\_\_\_\_.

A rough sketch of our float ( ) is enclosed ( ) will be forwarded on or before \_\_\_\_\_.

We understand our entry must be in by \_\_\_\_\_.

NOTE: This form can be modified to suit your particular purpose. If no entry fee is required, the reference to this should be deleted.




"500" FESTIVAL ASSOCIATES, INC.  
Room 807 Indiana State Office Building  
Indianapolis 4, Indiana

Plans are being made for the 1961 "500" Festival Parade. We are forwarding an application form to potential entries for this year's spectacular. This is not an invitation but is an information form which our Selection Committee will use in selecting the final entries for this year's event. We are also inclosing an information sheet with some statistics on this year's parade.

As soon as your application is received, it will be referred to our Selection Committee who makes the final selections and extends the invitations to participants.

Sincerely,



JACK K. ELROD  
Chairman  
Parade Operations Committee

1 Incl

Appendix I-d



Dear Mr. Smith:

The Orleans Sesquicentennial Invitation and Selection Committee is pleased to notify you that your unit has been accepted as a participant in the Orleans Indiana Sesquicentennial Parade. Your formal invitation is inclosed and the specific instructions for your unit will be forwarded not later than 30 days prior to our parade.

We are certainly pleased that you are going to be a part of our observance and we would like to thank you again for your interest.

Sincerely,



Dear Mr. Jones:

The Orleans Sesquicentennial Invitation and Selection Committee has met to select entries for our parade. We regret very much that because of the many entries that were received and the limit on the number of participants we can have in the parade, your unit was not selected.

We would like to thank you for your interest in our community and our parade. We are returning the material you forwarded with your application for your files.

Sincerely,



**Be it known that --**

**In consideration of the outstanding record  
of accomplishment and the high musical  
standards exhibited by the**

---

**M<sup>o</sup>MINNVILLE HIGH SCHOOL**

---

**the**

**"500" FESTIVAL ASSOCIATES**

**cordially invite**

**your musical organization to participate  
as one of the thirty-three selected units in the**

**1965**

**"500" Festival Parade.**



"500" FESTIVAL ASSOCIATES, INC.  
350 North Meridian Street, Studio F  
Indianapolis, Indiana

OVERNIGHT ACCOMMODATIONS

Units desiring hotel or motel accommodations should contact Captain Joseph R. Landes, 711 North Pennsylvania Street, Indianapolis, Indiana, Telephone: MElrose 5-2834.

Requests for accommodations should be made immediately and the following information should be provided at the time you make your request:

- a. Number desiring accommodations.

Male \_\_\_\_\_

Female \_\_\_\_\_

- b. Number of nights that accommodations will be required \_\_\_\_\_.

- c. Approximate arrival time (EST) \_\_\_\_\_.

- d. Date that unit will arrive in Indianapolis \_\_\_\_\_.

- e. Maximum amount willing to pay for overnight accommodations.

Individual per night \$ \_\_\_\_\_.

During the period of the "500" Festival and the "500" Mile Race, overnight accommodations in the Indianapolis area are taxed to the maximum degree; however, the "500" Festival Associates will be able to make the necessary arrangements you request and will do all possible to make your stay a pleasant and informative one.

The "500" Festival Associates, Inc., has no affiliation with the "500" Mile Race at Speedway City; therefore, units desiring to remain and attend the "500" Mile Race should also request information as to cost of attendance, parking, etc., of the "500" Festival Associates.



## CHAPTER IV FINANCIAL SUPPORT

24. Parade Budget - Any parade, no matter how large or small, will require some financial support. It is necessary that one of the first steps you take in planning your parade is to formulate a list of expenses and projected income that you forecast for your parade and to get some commitment from the community Sesquicentennial committee on what funds will be made available to support the parade. Experience has shown that most inexperienced individuals do not recognize that there will be certain necessary expenses incident to a parade. You should be prepared to justify each item in your parade budget and to get it prepared early so that your planning can proceed accordingly. Some of the expenses that you will want to include in your budget are:

a. Necessary or basic expenses

- (1) Postage.
- (2) Administrative supplies.
- (3) Signs.
- (4) Awards or certificates.
- (5) Telephone expense for contacting prospective units, etc.
- (6) Printing costs.
- (7) Decoration expenses (this may be handled by your overall community decoration committee).
- (8) Control equipment such as arm bands, windshield stickers, vehicle numbering, etc.

b. Nice to Have Expenses

- (1) Additional and more elaborate signs.
- (2) Additional and more elaborate printing.
- (3) Better and more costly awards.
- (4) Paid advertising (paid advertising should usually be avoided because if a media finds out you are paying for advertising, you will lose all free advertising from the other media.
- (5) Paid clerical help.

25. Sources of Financial Support - The community Sesquicentennial celebration committee should have some budget provided by the city or county local government or by some organization such as the Chamber of Commerce. If such a budget is not available, it will probably be necessary for the community committee to solicit businessmen and individuals. Some suggested sources of income that could be available specifically to the parade committee are:

a. Program Advertisement and Sales - The parade committee could sponsor a program of the parade and sell advertisements to local businessmen to offset the cost of the program and to make a small profit for necessary parade expenses. This has proven successful for several parades. It is something that takes an early decision and a lot of work on the sales, the



layout and makeup of the program. The success of such a program depends upon the reception by the community business leaders. If they have had an unpleasant experience in the past on the sale of program advertisements, it might be better not to attempt this income producer. If additional information is desired on this method of raising funds, a request should be forwarded to the Sesquicentennial Commission, ATTN: Parade Sub-Committee.

b. Business and Industry Contributions - Usually business and industry has a certain budget set aside to support public service activities. It is important that you contact business and industry early in their business year and before their budgets are finalized. Usually, they carry these items in their budget in very specific terms and if no provision was made to support your activity, it would probably be difficult for them to make an adjustment later on in the year. It is suggested that you have a member of your Chamber of Commerce or member of another civic organization to assist you in making solicitations in business and industry.

c. Reserve Seats - Some of the larger parades sell reserve seats at a nominal cost for the parade. Sometimes this is a very touchy situation in some communities and you should feel out your particular community before you attempt to raise funds by this method. When considering this method of raising income, you must determine what seating units will cost and who will be available to erect and dismantle the seats. You must also check with the city administration to determine if the city ordinances will allow you to erect seats on the sidewalks for sale to the public.



CHAPTER V  
CONSOLIDATION OF COMMUNITY FUNCTIONS

26. Desirability - Most communities have one or more parades or similar type activity each year. The Indiana Sesquicentennial is one of the finest opportunities that you would have to combine several of your small activities into one large celebration. By doing this, you avoid competing with other activities for the necessary financial support to conduct your observance. Also, you are able to give a much bigger and better show at probably the same or a lower cost than it is possible to produce several of the smaller observances. By having a larger show, you will be able to get a much higher quality participant for your parade and any other of the associated activities. Also, it may be possible to draw some of the more prominent celebrities when you can guarantee that they will be participating in a larger celebration.

27. Financial Advantages - As mentioned above, the consolidation of all your community observances into one activity during the Sesquicentennial year has many financial advantages. By combining your activities, you will have only one fund drive for this type community support. Also, it would probably be much easier to get the support from your city and/or county administration. The recognition that you would give your units in the way of awards would also be much better if it could be limited to one activity for this particular year. It has also been noted that in other communities where they have consolidated their activities into one annual celebration for a Sesquicentennial or Centennial celebration, the financial advantages have been so great that they have continued to do this even after their Sesquicentennial or Centennial celebrations.

28. Improved Quality - The improved quality of your celebration will lead to a great deal more community prestige and pride of the community in the celebration. Many more ideas would be generated and could be carried out to a much greater scope by consolidating all of your efforts into one activity. The Sesquicentennial Parade Committee can put you in touch with certain communities throughout the State who have gone to this type celebration and have met with great success.



CHAPTER VI  
PARADE EVALUATION

29. Reports - The pride of achievement and the success that will be generated by your committee should be recorded so that it might be made available to future committees in future celebrations. It is suggested that you require your sub-committee chairmen to prepare detailed after-action reports on your activity. These reports should include the highlights of the parade, plus detailed suggestions on how future parades could be improved upon. It is suggested that in addition to the reports prepared by the sub-committees that you hold a meeting of all members of your committee to have a combined session to discuss the after-action reports. You might want to record this session on tape and have it transcribed for your record.

30. Final Report - The parade chairman should be responsible for assembling all the sub-committee reports and a transcription of the sub-committee after-action meeting into one final report. He should evaluate each of the areas that have been commented upon and add his comments and summarize the complete report. This report should be prepared in sufficient copies to make appropriate distribution. It is especially important that a copy be prepared for the public library in your city or your county.